

COHEN'S MERCHANDISE POWER PROVEN AGAIN.

Richmond's Big Store greets the many visitors from afar—numbers of whom have known and dealt with us for years in person or by means of our splendid mail order system.

We have been preparing for this occasion for weeks, and now the four floors of the store are full to overflowing with the finest and largest collection of merchandise Richmond has ever seen. The power behind such a store as this enables it to handle bulks of merchandise impossible for smaller concerns, and makes possible the wonderful price inducements prepared for Monday. A greeting to all—old friends and friends to be! Make the big store your headquarters during the show week.

Cohen's Curtain and Draperies.

AN EXHIBIT OF GREAT TASTE.

A visit to our third floor at present will give you a splendid idea about decorating your rooms. All the novelties in Draperies—from the inexpensive but pretty Nottingham to the hand-drawn genuine Lace Curtains—are on exhibition. We want you to examine this beautiful line of goods and note the prices especially. These details will give you an idea as to prices, but not as to values:

Satin Derby Portieres in rich reds and green, and all colors, with wide attractive silk fringe, \$15 a pair. Silk Mexican Portieres in fancy hand-made work, suitable for hall, library and dining-rooms, \$16.50 a pair. Imported Velour Curtains, in blue and silk, solid color centers, and fancy centers also, \$27.50 to \$45 a pair. Oriental Tapestry Portieres, very handsome, with heavy knotted fringe, \$5.50 a pair. Roman Stripe Tapestry Portieres, with wide fancy fringe, \$2.65 a pair. Damask Portieres, in all colors, with fancy fringe, \$1.75 a pair. Ropp Portieres, with handsome borders, good value, for \$5.75. All colors.

A new and full line of Corded Silks, for draperies, in all of the dainty and Roman colors, \$1.50, \$1.75 and \$2.50 a yard. Fancy Floral and Eastern China Silks for Draperies, 50c. a yard. Figured Velour for furniture covering, 50c. a yard. Imported Figured Madras for Curtains and Draperies, light and dark back grounds, 50c. a yard. Fancy Stripe Madras, in all colors, from 20c. to 50c. a yard. Extra grade of Fancy Silkolines, 12 1/2c. a yard. Turkish Couch Covers, fringed, 60 inches in width, each \$3.50, good \$5 value.

Elegant Embroidered Madras Curtains, in stylish colors, from \$5 to \$12 a pair. Madras Curtains in all color stripes, 95c. to \$3.75 a pair. Handsome Embossed Irish Point Lace Curtains, scroll borders and medallion centers, \$12.50 value for \$8.50 a pair. Imported Irish Point Lace Curtains with elaborate borders, 4 yards long, \$15 value, for \$10 a pair. \$5 Irish Point Lace Curtains, with attractive borders, for \$2.95. Real Arab Lace Curtains, with wide bands of insertion, made on the best grade of cable net, 10 value for \$6.95 a pair. Arabian Lace Curtains in plain net centers and insertion borders, \$3.95 value, for \$2.75 a pair. Fine Venetian Lace Curtains, in designs of Brussels lace, special \$3.75, a \$ value. Brussels Lace Curtains, 4 yards long, in dainty allover hand-made work, \$35 value, for \$14.50 a pair. Brussels Lace Curtains, 4 yards long in exquisite allover hand-made work, \$35 value, for \$40 a pair. A full line of Bonne Femme Lace Curtains, ranging in prices from \$1.25 to \$12 each. Full line of Door Panels. Handsome Hand-Made Russian Lace Curtains, 4 yards long, with elegant wide borders, \$29 a pair, a good \$50 value.

READY-MADE GARMENT STORE.

COHEN'S SECOND FLOOR, FASHION'S BOUDOIR.

The seal of public approval has been indelibly stamped on our Ready-Made Garment Departments. "It is from Cohen's" marks a garment immediately as being the very latest in pattern and style. Our business has more than doubled this season, and we point with pride to an achievement which is the result of business acumen made possible by the appreciation of discriminating shoppers. As to prices: The immense business could only have been done by the greatest price inducements we ever offered.

SUITS.

Ladies' Tailor Suits, this season's latest cut of all-wool black and blue cheviot, \$29.50. Tailor Suits of plain and mixed fabrics, blouse and coat set, \$12.50. Suit of Unfinished Worsted with wide-plaited box coat, walking skirts, \$15.

Suits of new Novelty Mixtures, in coat blouse and military effect, \$20. Man-Tailored Suits of finest Zibeline, cheviot and English tweed, \$25. High-Grade Novelty Suits of highest imported broadcloths, newest color combinations, \$39.50.

SKIRTS.

Walking Skirts of mixed cheviot, full flare bottom, \$2.50.

Walking Skirts of strictly all-wool cheviot, strap and button trimming, \$2.95.

Walking Skirts, with strap finished yoke, attached flare bottom, \$5.

Novelty Skirts of mixed suitings, eleven gore flare, piped with plain cloth, \$7.50.

Dress Skirts with silk band trimming, \$1.95.

New designed Skirts of cloth, \$2.50.

All-Wool Cheviot Suits, in extra sizes, \$3.75.

Newest cut Skirts of granite cheviot, nine gore flare, trimmed, \$4.95.

Broadcloth Skirts with eleven silk bands, entirely new, \$5.50.

KIMONAS AND WRAPPERS.

Silk Kimonos in dainty color combinations, all shades to the fashionable violet, \$5.

Silk Dressing Sacques with large circular collar trimmed with French lace, \$7.95, \$10 and to \$20.

Full length Kimonos, heavy white flannel, embroidery trimmed, \$1.75.

Others in strap and Persian effects, \$2.50.

Dressing Sacques of light pink and blue dainty cloth, entire new effects, \$1.25.

New Percale Wrappers, dark fall shades, all sizes, 75c.

Extra size Wrappers in flannel and percale, well lined and finished, a \$2 Wrapper, for \$1.39.

SHIRT WAIST.

New Black Taffeta Silk Shirt-Waist, tucked back and front, \$2.25.

Beautiful Peau de Cygne Waist, \$3.

Attractive All-Silk Shirt-Waist, \$3.85.

Handsome Taffeta and Peau de Cygne Waist, taller attached tucks, \$5.95.

Cotton Shirt-Waist, heavy white Vesting or polka dot, 95c.

Stylish Pure Linen Shirt-Waist, linen color, \$1.95.

Shirt-Waist of fleeced lined vesting, \$1.25.

Striped Crepe Cloth, all sizes, for 50c.

BOY'S CLOTHING.

\$1.48 each—Boys' Double-Breasted Wool Suits.

\$1.98 each—Boys' Double-Breasted All-Wool Cheviot Suits.

\$2.50 each—Boys' Double-Breasted Wool Suits and Little Boys' Norfolk Jacket Suits.

CHILDREN'S COATS.

Children's new cloth Box Coats, braided cape collars, \$1.98.

Full length Coats of melton, all sizes, \$2.95.

Children's Coats of blue, red and gator cloth, trimmed with silk bands, \$3.50.

Full length Coats, of Zibeline, circular collars, stole front, \$5; others to \$25.

RAIN COATS.

Rain Coats of brown, Oxford and dark cravenette, collarless and cape effect, new full back, with belt, \$16.50.

Rain Coats of waterproof fabric, cape and military effect, nobby and swaggy looking, \$12.50.

WOMEN'S COATS.

Kersey and Cheviot Coats, all colors and sizes, \$1.95.

New Box Coats in castor, black and blue, full lined, \$5.

New cut Box Coats, collarless effect, full sleeves, strap trimming, \$7.50.

Handsome Coats of kersey and montana, collarless, cape effect, \$10.

Finest Kersey Coats, with double cape, trimming of panne velvet, \$15.

Silk Coats in new Prince Albert style, collarless and stole effect, \$15.

Norfolk Coats of all-silk, peau de soie, handsomely designed, 3 1/2 buttons and silk girdle, \$22.50; others to \$65.

KNIT PETTICOAT.

30c. for Knit Petticoats in solid colors.

40c. for heavy Oxford Gray Knit Skirts, with borders.

50c. for fine Wool Knit Skirts, fancy borders, all colors.

\$1.25 for the prettiest styles Silk Overcoat Edges.

USLIN UNDERWEAR.

30c. for good heavy Muslin Night Gowns, neatly trimmed.

50c. and 70c. for Gowns, high or V neck.

40c. for full length Skirts with tucked lawn ruffle.

50c. for Lace or Embroidered Trimmed Skirts—mixed lot—some cost \$1.50 and \$1.75.

20c. for Muslin Drawers, made to sell at 25c.

10c. for Muslin Drawers, with tucked cambric ruffle.

Children's Muslin Drawers, tucked, for 5c.

95c. for the finest and best style Black Mercerized Underskirts, special \$1.50 value.

EXTRAORDINARY SILK VALUES.

Fortunate Silk buying enables us to offer you for Monday the best bargains of the season.

You save a third to a half on the largest stock of Silks that Richmond's Silk Store has ever had.

All-Silk Peau de Cygne, beautiful shades of blue, lilac, pink, old rose, cardinal, white, black and cream, finest weave, rich, lustrous finish, usual 5c. value, 50c. a yard.

20-inch Louisa Silk, a pretty soft silk, for waists and dresses, for street and evening wear, all popular colors, also black and white, \$1 values, for 60c.

Extra Heavy Black Taffeta Silk, yard wide, guaranteed pure dye, fast edge, regular \$1.50 value, for 95c.; \$1.25 value for 85c.; \$1 value for 70c.

27-inch Pure Dye Black Taffeta Royale, with a finish like kid, worth \$1.50, for \$1.

27-inch Imported Black Pure Silk Taffeta, with a rich, lustrous finish, regular \$1 values, for 60c.

20-inch All-Silk Lustrous Black Taffeta, 6c. value for 30c.

Black Satin Duchesse, 20 inches wide, serviceable for waists, dresses and linings, fine quality, has a beautiful lustre, regular 7c. value, for 40c.

Black Peau de Soie, fine quality, pure silk, smooth, firm weave, suitable for coats and whole dresses, worth \$1, for 60c.

Embroidered Crepe de Lune, in black and colors, 33c. value, for 10c.

Handsome Black Bengaline Crepes, softer than crepe de chine, this season's new importation, worth \$1.50, for \$1.

30-inch White and Black All-Silk Taffeta, 7c. value, for 50c.

A lot of best 5c. All-Silk Taffetas, in short lengths to be closed out at 50c. a yard.

27-inch All-Silk Duchess Satins, in suitable shirt-waist and lining colors, worth \$1, for 50c.

Crepe de Chines in every wanted color, also white, a soft crepe effects, \$1 value, for 60c.

Embroidered China Silks in white, cream and black, 5c. value, for 50c.

NEW DRESS GOODS.

All the latest novelties in Woollen Dress Fabrics which Fashion's votaries have approved. Some of the new designs are exceptionally pretty. Fortunately, we bought them before they advanced, and we are thus able to save you a fourth, and in some cases considerably more, than if they had been bought now.

The Novelty Panno Zibelines, in all the new colors and weave effects, \$1.50.

Heavy All-Wool Golf Cloths, in mixtures and solid colors, for 85c.

Scotch Mixtures, 1 1/2 yards wide, in all the latest color effects, for \$1 to \$1.30.

Soft, Fleecy Zibelines in many new colors, for 75c.

English Bourrette Cloths in all the best combination mixtures, for 45c.

New Esquimaux Zibelines for \$2.95, a handsome cloth for shirts or children's wraps.

Auto Cloths in all the new fall shades, 38 inches wide, special at 20c.

All-Wool Scottish Suiting, in every color for 30c.

Wool Lotus Cloths, double width, a good 5c. value, for 15c.

FLANNELS; WAISTINGS; COTTONS.

The very latest novelties in Cotton Fabrics which science has evolved; the old standbys, which never get stale or out of date, are here at the least prices possible. Among them are some wonderful bargains. Read them:

45c. for 62 1/2c. Imported All-Wool Waistings, all colors.

45c. for 60c. and 75c. Handsome Woven Mercerized Waistings, plaid, check, seed, dot, white and other effects.

11 3/4c. for 16 3/4c. Fleeced Lined Mercerized Oxford.

8 3/4c. Crepe Twilled Flannellettes.

25c. for Heavy Embossed Mercerized White Waistings.

75c. for All-Wool Fancy Woven Striped and Plaid Skirt Patterns, ready for belt.

25c. to 50c. Handsome Figure Designs, in Fleeced Lined White Marcellines, heavy embossed, one of the latest waist fabrics.

15c. for 20c. and 35c. Black French Sateens, some 40 inches wide, 1 to 12 yard lengths.

9 3/4c. for 12 1/2c. Heavy Fleeced Alaskan Flannellettes.

9 3/4c. for 15c. Heavy Double Faced English Flannel, all colors.

25c. for Fancy Woven Outing Skirt Patterns, light and dark.

7 3/4c. a yard for 2 to 12-yard lengths of 10c. and 12 1/2c. Black Sateens.

5 3/4c. for Woven Checked and Striped Double Faced Outing, dainty colors.

12c. for Double Faced Fancy Woven Plaid Siberian Flannel, double fold.

50c. for Silk Embroidered Skirting Flannel, several designs.

15c. for Double Fold Fancy Printed French Flannellettes.

12c. for All-Wool Elderdowns.

12c. for White Wool Flannels.

16 2 3/4c. for Gray, Red, Navy and White Flannels.

25c. a yard for 3 to 10-yards of 5c. Mercerized Waistings.

15c. for our regular 20c. Hemstitched Huck Towels, 21x42.

7c. for 10c. Huck Towels, 17x35.

17c. for 22-inch Turkey Red Table Damask, fast colors, ten styles.

25c. for 37 1/2c. full width Turkey Red Table Damask, new dark cardinal shade.

30c. each for Pure Linen Damask Table Covers, 24x45, regular \$1 value.

15c. for 25c. Linen Bureau Scarfs with fancy centers.

10c. for Open Work Hemstitched Linen Tray Cloths.

5c. each for large size Damask Doilies, pure white, fancy borders.

5c. a yard for Bleached Absorbent Cloth Towelling.

9c. a yard for Pure White Huckaback Towelling, fast edges.

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